



WOMEN, INFANTS & CHILDREN

WIC Authorized Food List Shopping Guide

April 5, 2010



California WIC Participant Responsibilities

Before you shop

- Look at the “First Day to Use” printed on your WIC checks to make sure you are taking the right checks to the store.
- Look for the WIC logo to know where to shop.
- Teach your alternate(s) how to shop with WIC checks.
- Have your alternate(s) sign your WIC ID Folder before he or she goes to the store to shop for you.



While you shop

- Separate WIC foods from the other foods you are buying.
- Use the WIC Authorized Food List Shopping Guide to choose WIC approved foods and correct package sizes.
- Buy the full amount of food printed on the infant formula WIC checks. You cannot buy less of this item.

At the checkout stand

- Group your WIC foods by each check.
- Tell the cashier right away that you are using WIC checks.
- Sign your WIC checks in front of the cashier after the cashier writes the price on the check. Do not sign your checks before you go to the store.
- Fruits and Vegetables Check – This WIC check has a printed dollar value. If your fruits and vegetables cost more than the amount on the check, you can pay the extra amount.
- You will not receive change from any WIC transaction.

What if I have problems at the grocery store?

Talk to the store manager if you have a problem at the store. Report the date, time, and the names of the store people involved, and save your store receipt. Call your WIC agency at the number listed on the front of your WIC ID folder, or call the State WIC Program if you are still not satisfied.

Smart Shopping Tips

Here are some tips for stretching your WIC checks and food dollars:

- Buy lower priced milk and twin-packed milk when available.
- Use grocery store club cards.
- Use store coupons.
- Buy store or generic brands.
- Take advantage of “buy one, get one free” specials.

Helpful Information

ounces = oz

16 ounces = 1 pound

quart = qt

pound = lb or #

gallon = gal

and = &

The word “check(s)” refers to “Food Instrument(s).”

While we try to keep the WIC Authorized Food List Shopping Guide up to date, changes occur. A current copy may be found and downloaded from the WIC Program website at www.wicworks.ca.gov. If you are a WIC participant, you can also get a current copy from your local WIC agency.


Authorized food items are specific to each individual food category. Each food category is printed in **ALL CAPS** and **PURPLE**, which will be used only for food category names.

Product artwork changes for **SOY**, **BREAKFAST CEREAL**, and **INFANT FORMULA** do not affect product authorization.



This institution is an equal opportunity provider.

Developed by the California WIC Program
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4/10  #910065



MILK

CAN BUY

Any brand, one (1) gallon size, pasteurized or ultra-pasteurized, plain fluid cow's milk:

Lower fat milks

- Nonfat (fat free, skim)
- 1% Lowfat (light)
- 2% Reduced fat

The following are allowed if printed on the check:

- **Whole milk**
- **Lactose free milk**
- Half gallons and quarts

At the store, you can choose the following instead of fluid milk.
Fat level as printed on the check:

Evaporated milk

(Available with the lower fat or whole milk check)

- Can buy 5 (12 oz) cans with your 1 gallon milk check
- Can buy 8 (12 oz) cans with your 1 ½ gallon milk check

Powdered dry milk

(Available only with the lower fat milk check)

- Can buy 2 (9.6 oz) boxes with your 1 ½ gallon milk check
- Can buy 1 (25.6 oz) box with your 2 gallon milk check

CANNOT BUY

- Any other type, flavor or size of milk
- Acidophilus milk
- Buttermilk
- Calcium-fortified milk
- Flavored milk, such as chocolate
- Goat's or soy milk
- Non-dairy substitutes
- In pint size or glass bottles
- Raw (unpasteurized) milk
- Sweetened condensed milk
- Ultra Heat Treated (UHT) shelf-stable milk
- Organic milk

Helpful Hint

To get the most milk, purchase fluid cow's milk.



CHEESE

CAN BUY

Any brand, 1 pound (16 oz) package. Made in the USA. Regular, low sodium, low fat, reduced fat, or nonfat:

Block or round in a 16 oz package:

Cheddar cheese

- orange or white
- mild, medium, sharp, or longhorn

Colby cheese

Jack cheese

Mozzarella cheese

Marbled or blends of authorized cheeses, such as Colby-Jack or Cheddarella

Individually wrapped sticks in a 16 oz package:

Mozzarella string cheese

CANNOT BUY

- Any other variety, size, or texture of cheese
- Diced, grated, sliced, crumbled, or shredded cheese
- Cheese purchased from or sliced at the deli
- Cheese with added ingredients, such as hot peppers or spices
- Organic cheese

EGGS

CAN BUY

Any brand, dozen size carton:

Chicken Eggs

- White
- Large

CANNOT BUY

- Any other size, type, or color of egg
- Powdered or liquid eggs
- Specialty eggs, such as cage free, stress free, organic, vitamin-enriched, pastured, low cholesterol eggs, or Eggland's Best



SOY

CAN BUY

Brand, type, and size listed below:

Pacific Ultra Soy Plain

- Shelf-Stable
- Quart size

8th Continent Soymilk Original

- Refrigerated
- Half-gallon size



CANNOT BUY ☹

- Any other brand, type, size, or flavor of soy
- 8th Continent Light or Fat Free soymilk

TOFU

CAN BUY

Brand and texture in 14 oz – 16 oz package, plain, listed below:

Azumaya

- Firm, Extra Firm, Lite Extra Firm, or Silken

Frieda's

- Soft
- Firm

House

- Premium Soft Silken
- Premium Medium Firm (Regular)
- Premium Firm
- Premium Extra Firm
- Organic (Soft, Medium Firm, or Firm)

Nasoya

- Lite (Firm or Silken)
- Organic (Soft, Firm, or Silken)

O Organics

- Organic Firm

Soy Boy

- Organic (Firm or Extra Firm)

Tofu Shop

- Organic Calcium (Regular or Soft)

Vitasoy SanSui

- Regular or Firm

West Soy

- Natural Fat Reduced Firm
- Organic (Soft, Firm, or Extra Firm)

Wild Wood

- SproutTofu Silken



CANNOT BUY ☹

- Any other brand, size, or texture of tofu
- Tofu with added fats, sugars, oils, sodium, flavoring, or seasoning
- Cubed, dried, baked, or fried tofu
- Tofu in bulk, not pre-packaged

WHOLE GRAINS

CAN BUY

Any brand, 16 oz package:

Whole Wheat Bread

- Loaves, buns, and rolls that have "100% Whole Wheat" on the **front label**
- In store bakery is allowed, if labeled appropriately

Tortillas

- Soft corn tortillas, white or yellow
- Whole Wheat tortillas that have "Whole Wheat" or "100% Whole Wheat" on the **front label**
- In store bakery is allowed, if labeled appropriately



Any brand, 16 oz package or bulk, plain:

Brown Rice

- Short, medium, long grain
- Regular, quick, instant
- Basmati Brown
- Jasmine Brown

Oatmeal or Oats

- Old fashioned
- Rolled, cut, or steel cut
- Instant
- Quick
- Crystal Wedding

Whole Grain Barley

- Organic is allowed

Bulgur

- Organic is allowed

CANNOT BUY ☹

- Any other type, size, or variety of whole grains
- Breads or tortillas not labeled as listed above
- Whole grains with added ingredients, such as fruit, nuts, or spices
- Light or lite bread
- Refrigerated or frozen bread, dough, mixes, tortillas, or rice
- Ready-to-serve rice
- Brown rice mixed with any other type of rice
- Individual or flavored oatmeal packets
- Pearled barley
- Organic bread, tortillas, oatmeal, or brown rice
- Frozen Oats
- Cannot mix and match bulk brown rice, oatmeal, oats, whole grain barley, and bulgur

BREAKFAST CEREAL

CAN BUY

Cold Breakfast Cereal

Cereals with a full serving of whole grain are marked with an *

12 oz – 36 oz box or bag of cold cereal listed below:

General Mills:

- Cheerios*
- Multi-Grain Cheerios*
- Kix
- Honey Kix*



Kellogg's:

- Corn Flakes
- Frosted Mini-Wheats (Big Bite and Bite Size)*
- Unfrosted Mini-Wheats (Big Bite and Bite Size)*



Post:

- Honey Bunches of Oats-Honey Roasted
- Honey Bunches of Oats-Vanilla Bunches*
- Premium Bran Flakes



Quaker:

- Life*
- Crunchy Corn Bran
- Oatmeal Squares-Hint of Brown Sugar*
- Oatmeal Squares-Cinnamon*



Crisp(y) Rice:

- Albertsons
- Best Yet
- First Street
- Flavorite
- Food Club
- Great Value
- Hospitality
- HY-TOP
- IGA
- Kroger
- Mornin' Gems
- Mother's Joy
- Parade
- PriceRite
- Raley's Fine Foods
- Ralph's
- Ralston
- Red & White
- Safeway
- Shurfine
- Special Value
- Springfield



- Stater Bros.
- Sunny Select
- Value Time
- Western Family

CANNOT BUY ☹

- Any other brand, type, size, or flavor of cold breakfast cereal

BREAKFAST CEREAL

CAN BUY

Hot Breakfast Cereal

Whole grain cereals are marked with an *

Instant Oatmeal* or Instant Oats*

Brand in 11.8 oz or 12 oz individual serving packet, regular or original flavor, listed below:

- Albertsons
- Best Yet
- First Street
- Flavorite
- HY-TOP
- IGA
- Kroger
- Parade
- Raley's Fine Foods
- Ralph's
- Ralston
- Red & White
- Safeway
- Special Value
- Springfield
- Stater Bros.
- Sunny Select
- Western Family



Cream of Wheat

- 14 oz – 28 oz box
- Whole Grain*
- 1 minute
- 2-1/2 minute
- 10 minute



Malt-O-Meal

Hot Wheat Cereal

- 18 oz – 36 oz boxes
- Original

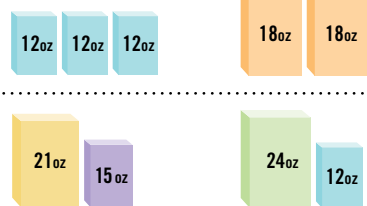


CANNOT BUY ☹

- Any other brand, type, size, or flavor of hot breakfast cereal
- Individual serving packets, except for store brand Instant Oatmeal
- Grits
- Hot breakfast cereal with added fruit, nuts, or sugar

Helpful Hints

To buy the full 36 oz of cereal:



PEANUT BUTTER

CAN BUY

Any brand in 16 oz – 18 oz container
Plain, regular, low sodium, or low sugar:

- Any texture, such as creamy, crunchy, or super chunky
- Old fashioned or natural is allowed

CANNOT BUY ☹

- Any other size, type, or flavor of peanut butter
- Honey nut roasted peanut butter
- “Grind your own” peanut butter
- Peanut butter spread
- Lowfat or reduced fat peanut butter
- Peanut butter with added jams, jellies, chocolate, or honey
- Peanut butter with added supplements, such as omega-3-fatty acids
- Organic peanut butter



DRY BEANS, PEAS or LENTILS

CAN BUY

Any brand or variety, 16 oz package or bulk:
Varieties such as:

- Black
- Navy
- Garbanzo (Chickpeas)
- Pink
- Great Northern
- Pinto
- Kidney
- Red beans
- Lima
- Black-eyed peas
- Split peas
- Lentils
- Organic is allowed



CANNOT BUY ☹

- Canned or frozen beans, peas, or lentils
- Bean soup mixes with flavoring packets or spices

CANNED MATURE BEANS

CAN BUY

Any brand, type, or variety in 15 oz – 16 oz can,
if printed on the check.
Plain, regular, or low sodium, such as:

- Black
- Garbanzo (Chickpeas)
- Great Northern
- Kidney
- Lima
- Navy
- Pink
- Pinto
- Red beans
- Black-eyed peas



CANNOT BUY ☹

- Dry or frozen beans, peas, or lentils
- Canned green peas, green beans, or wax beans
- Canned baked, refried, Cajun, Bar-B-Que, or Ranch style beans
- Canned organic beans

CANNED FISH



CAN BUY

Any brand, regular or low sodium:

Chunk Light Tuna

- 5 oz or 6 oz cans
- Packed in water
- Plain

Pink Salmon

- 5 oz, 6 oz, or 14.75 oz* can
- Packed in water
- Plain
- Skin and bones allowed

Sardines

- 15 oz* can
- Packed in water, mustard, or tomato sauce
- Skin and bones allowed

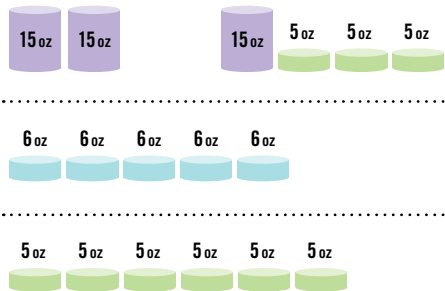
*The FDA/EPA consumer advisory on fish consumption recommends that breastfeeding women limit fish consumption to 12-ounces per week.

CANNOT BUY

- Any other flavor, variety, size, or type of fish
- Solid white or Albacore tuna
- Prime fillet fish
- Specialty Salmon, such as Smoked, Wild Sockeye, Blue Back Salmon, or Red Salmon
- Fish packed in oil
- Sardines packed in any other sauce, such as chili or hot sauce
- Tuna or Salmon kits
- Fish packed in pouches or plastic containers

Helpful Hints

To buy the full 30 oz of fish:



INFANT FRUITS and VEGETABLES

CAN BUY

Any brand 3.5 oz or 4 oz single or multi-pack containers:

- Plain fruits, plain vegetables, or combinations of two or more plain fruits and vegetables
- Organic is allowed



CANNOT BUY

- Any other size of infant fruits and vegetables
- Infant desserts
- Infant juice
- Infant dinners
- Graduates or toddler infant food
- Infant fruits and vegetables mixed with cereal, meat, pasta, or rice
- Infant fruits and vegetables with added sugar, salt, spices, starch, fiber, or DHA

Helpful Hints

A multi-pack has 2 or more containers. Some examples of multi-packs are:

- 2-pack
- 12-pack
- 16-pack
- 18-pack

FRESH BANANAS

CAN BUY

Fresh yellow bananas:

- 2 or 4 bananas as printed on the check
- Organic is allowed



CANNOT BUY

- Any other type of banana, such as plantains, red, mini or fingerling.

INFANT MEATS

CAN BUY

Any brand, 2.5 oz single or multi-pack containers, if printed on the check:

- Added broth or gravy is allowed
- Organic is allowed



CANNOT BUY ☹

- Any other size infant meats
- Infant meats mixed with vegetables, fruits, cereal, pasta, or rice
- Infant dinners
- Graduates or toddler infant food
- Infant meats with added sugar, salt, spices, fiber, or DHA



INFANT CEREAL

CAN BUY

Brand and type in 8 oz or 16 oz container, as listed below:

Beech Nut

- Barley
- Multigrain
- Oatmeal
- Rice

Earth's Best Organic

- Whole Grain Rice
- Whole Grain Multi-Grain
- Whole Grain Oatmeal

CANNOT BUY ☹

- Infant cereal with added ingredients such as formula, milk, fruit, sugar, sweeteners, or DHA

Gerber

- Barley
- Mixed
- Oatmeal and Organic Oatmeal
- Rice and Organic Brown Rice
- Whole Wheat

O For Baby Organics

- Organic Oatmeal
- Organic Rice

INFANT FORMULA

CAN BUY

Must buy brand, type, size, and the number of cans printed on the check:

Enfamil LIPIL with Iron

- 13 fl. oz liquid concentrate or 12.9 oz powder

Enfamil ProSobee LIPIL

- 13 fl. oz liquid concentrate or 12.9 oz powder

Enfamil Gentlease

- 12 oz powder only

Enfamil A.R.

- 12.9 oz powder only

Enfamil PREMIUM LIPIL

- 13 fl. oz liquid concentrate or 12.5 oz powder



Other formula is allowed **ONLY** if printed on check, such as Nutramigen LIPIL, Similac Neosure, Enfamil Enfacare LIPIL, Similac Alimentum, PediaSure-vanilla flavor only

CANNOT BUY ☹

- Any other brand, type, or size of infant formula not printed on check
- Low iron or no iron formula

CONCENTRATE JUICE

CAN BUY



Any brand, 11.5 oz, 12 oz, or 16 oz container. Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” on the **front label**:

Orange **Grapefruit**
• White

Added Calcium and Vitamin D is allowed

Any brand, 11.5 oz, 12 oz, or 16 oz container. Pasteurized, frozen or non-frozen concentrate juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**:

Apple **Juice Blends**
Cranberry • Juice that is named as
Grape one or more authorized
• Red, Purple, or White flavors on the **front label**,
Grapefruit such as Cranberry-Grape,
• Ruby Red or Pink Apple-Grape, or
Pineapple Cran-Apple

Added Calcium and Vitamin D is allowed

CANNOT BUY ☹

- Any other flavor, type or size of juice
- Juice not labeled as listed above
- Refrigerated juice
- Juice with added supplements, such as caffeine, carnitine, chromium, DHA, Echinacea, ginkgo biloba, ginseng, guarana, St. John's Wort, taurine, wheatgrass
- Organic juice

Helpful Hints

To get the most juice:

- For children, choose 64 oz bottles or 16 oz frozen containers.
- For women, choose 11.5 oz or 12 oz frozen or non-frozen containers.

BOTTLED JUICE

CAN BUY



Any brand, 64 oz bottles. Pasteurized, ready to drink juice that has “100% Juice” on the **front label**:

Orange **Grapefruit**
• White

Added Calcium and Vitamin D is allowed

Any brand, 64 oz bottles. Pasteurized, ready to drink juice that has “100% Juice” **and** “120% Vitamin C” (or more) on the **front label**:

Apple **Vegetable**
Cranberry • Regular, low sodium,
Grape or spicy
• Red, Purple, or White
Grapefruit **Juice Blends**
• Ruby Red or Pink • Juice that is named as
Pineapple one or more authorized
Tomato flavors on the **front label**,
• Regular, low sodium, such as Cranberry-Grape,
or spicy Apple-Grape, or
Cran-Apple

Added Calcium and Vitamin D is allowed

CANNOT BUY ☹

- Any other flavor, type or size of juice
- Juice not labeled as listed above
- Refrigerated juice
- Juice with added supplements, such as caffeine, carnitine, chromium, DHA, Echinacea, ginkgo biloba, ginseng, guarana, St. John's Wort, taurine, wheatgrass
- Organic juice

FRUITS and VEGETABLES

CAN BUY

Canned Fruits

Any brand, size, and type of container:

- Any variety of canned fruits, packed in water or juice without added sugar
- Natural or unsweetened applesauce is allowed
- Organic is allowed

CANNOT BUY

- Fruit packed in syrup, such as heavy, light, or extra light
- Fruit cocktail, cranberry sauce, or pie filling
- Fruit with added sugar, salt, fats, oils, or artificial sweeteners, such as Splenda or NutraSweet

CAN BUY

Canned Vegetables

Any brand, size, and type of container of canned vegetables. Regular or low sodium:

- Any variety of canned vegetables
- Sweet potatoes or yams, without added sugar or syrup are allowed
- Tomatoes or tomato products are allowed, such as whole, crushed, diced, paste, or purees
- Organic is allowed

CANNOT BUY

- Any potatoes other than sweet potatoes or yams
- Vegetables with added fats or oils
- Vegetable mixtures with potatoes
- Pickled, creamed, or sauced vegetables
- Tomato products with added sugars, fats, or oils
- Soups, ketchup, relishes, olives, salsa, stewed tomatoes, or tomato sauces (tomato, pizza, spaghetti)
- Canned mature beans, such as black-eyed peas, kidney beans, or pinto beans



FRUITS and VEGETABLES

CAN BUY

Frozen Fruits

Any brand, size, and type of container:

- Any variety of frozen fruit without added sugar
- Organic is allowed

CANNOT BUY

- Fruits with added sugar, added ingredients, or artificial sweeteners, such as Splenda or NutraSweet



CAN BUY

Frozen Vegetables

Any brand, size, and type of container, regular or low sodium:

- Any variety of frozen vegetables
- Sweet potatoes or yams without added sugar or syrup are allowed
- Frozen beans of any kind are allowed, such as green beans, wax beans, black-eyed peas, black beans, or pinto beans
- Organic is allowed

CANNOT BUY

- Any potatoes other than sweet potatoes or yams
- Breaded or flavored vegetables
- French fries, tater tots, hash browns, or mashed potatoes
- Vegetables with sauce, such as cheese, butter, or teriyaki sauce
- Vegetables with added sugar, oil, fat, pasta, rice, or any other ingredient



FRUITS and VEGETABLES



CAN BUY

Fresh Fruits and Vegetables

Any brand, type, or combination of:



- Any variety of whole or cut fruits and vegetables
- Sweet potatoes and yams are the only potatoes allowed
- Bagged fruits and vegetables
- Bagged salad mixtures
- Organic is allowed
- Garlic, onion, ginger, jalapeños, peppers, chilies, mint, cilantro, parsley and basil are allowed

CANNOT BUY ☒

- Any potatoes other than sweet potatoes or yams
- Any food or product from the salad bar or deli, party trays, fruit baskets, decorative vegetables and fruits, such as chilies or garlic on a string or painted pumpkins
- Nuts or fruit-nut mixtures
- Edible blossoms, such as squash blossoms
- Bagged salad, vegetable, or fruit kits with added ingredients, such as dressing, croutons, cheese, dips, or sauces
- Dried fruits and vegetables

